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Bob Bly, author of 80+ books and the man McGraw-Hill calls "America's top copywriter," shows you how to...

Make \$100,000+ a Year Writing Copy for Fortune 500 Clients

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Why seek out Fortune 500 companies as copywriting clients? Well, for starters, they hire more copywriters ... have more assignments ... pay top dollar ... and are some of the easiest clients to write for on Earth

About Bob Bly



Bob Bly is a full-time freelance copywriter specializing in business-to-business and direct marketing. He earns more than \$600,000 a year from his writing, speaking, and consulting, and became a self-made multi-millionaire while still in his 30s.

Bob has written copy for more than 100 clients including Phillips, Agora, KCI, 21st Century, Welis Research, EBI Medical Systems, Sony, IBM, AT&T, Grumman, Crain Communications, McGraw-Hill, Intuit, Passlogix, Isogon Software, and AlliedSignal.

Bob is the author of more than 70 books including *The Complete Idiot's Guide to*

Dear Copywriter:

I've worked for all kinds of companies in my nearly 3 decades as a copywriter - everything from local small businesses and ad agencies to direct marketing powerhouses like Phillips and Boardroom.

But if you had to ask me to name the ten best clients I've ever worked with, a large portion of them would be my **Fortune 500** accounts - companies like IBM ... AT&T ... Grumman ... Westinghouse ... Nortel ... Whirlpool ... and other giant corporations.

Just look at the advantages you get as a freelance copywriter when you add a few Fortune 500 companies to your client roster:

- More money ... Fortune 500 copywriting clients pay top dollar - often 2 to 5 times more than a small company for the very same assignment.
- More repeat business ... a small local business may need a new Yellow Pages ad once a year - but any one Fortune 500 company has more than enough work to

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